

## In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

### Listing of Claims

1. (currently amended) A contents market research system for researching the marketability of a picture content ~~before commercialization~~ based on the polling information given by a pollee ~~the poller~~ and for displaying the result, the system ~~on a display apparatus~~ comprising:

a contents market research apparatus ~~having~~ comprising:

contents introduction information storage means for storing ~~that stores the~~ content introduction information for introducing said picture content to said ~~poller~~, pollee; ~~contents introduction information storage means that stores the content introduction information for introducing said picture content to said poller,~~

contents introduction information sending means for sending said content introduction information stored in said contents introduction information storage ~~means,~~ means;

contents polling information receiving means for receiving the contents polling information that includes ~~is~~ said polling information for said picture ~~content,~~ content;

contents polling information storage means for storing said contents polling information received by means of said contents polling information receiving ~~means,~~ means;

poll result counting means for discriminately counting ~~said contents~~ ~~polling information stored in said contents polling information storage means~~ between said contents polling information entered by a predetermined pollee ~~said poller~~ and said contents

polling information entered by a general pollee~~;said poller~~ and

a display for displaying the business profitability ~~to be obtained~~ when said content is commercialized on said display apparatus, and

a contents polling apparatus ~~having~~ comprising:

contents introduction information receiving means for receiving said content introduction information sent by means of said contents introduction information sending ~~means~~means;

contents introduction information display means for displaying said content introduction information; ~~received by means of said contents introduction information receiving means~~;

contents polling means ~~used~~ for entering said contents polling ~~information~~information; and

contents polling information sending means for sending said contents polling information entered by ~~means of~~ said contents polling means.

2. (currently amended) The contents market research system as claimed in claim 1, wherein said content introduction information includes a ~~part~~ portion of said picture content.

3. (currently amended) The contents market research system as claimed in claim 1, wherein said contents introduction information sending means sends said content introduction information that has been classified as a function of subject matters~~subject-wise~~.

4. (currently amended) The contents market research system as claimed in claim 1, wherein said contents polling information includes ~~the~~ personal information of said pollee~~poller who has polled~~.

5. (currently amended) The contents market research system as claimed in claim 1, wherein said contents polling information includes the merchandise purchase intention information of said pollee~~poller~~ to be activated~~active~~ when said content is commercialized, ~~as described hereinabove~~.

6. (currently amended) The contents market research system as claimed in claim 1, wherein said predetermined pollee~~poller~~ is provided a greater quantity of~~given more~~ ballots than ~~that given to~~ said general poller~~pollee~~.

7. (currently amended) The contents market research system as claimed in claim 1, wherein said poll result counting means generates said business profitability ~~to be obtained when~~ as a function of the combination of a plurality of said picture contents, ~~is commercialized~~.

8. (currently amended) The contents market research system as claimed in claim 1, wherein said contents polling information includes the information indicating whether said pollee~~poller~~ wants ~~to have a sales advertisement of said merchandise, when said content is~~ commercialized.

9. (currently amended) A contents market research apparatus for researching the marketability of a picture content before commercialization based on the polling information given by a pollee~~the poller~~ comprising:

a contents market research apparatus having contents introduction information storage means that stores the content introduction information for introducing said picture content to said ~~poller~~pollee; ~~contents introduction information storage means that stores the content introduction information for introducing said picture content to said poller,~~

contents introduction information sending means for sending said content introduction information stored in said contents introduction information storage ~~means~~means;

contents polling information receiving means for receiving the contents polling information that ~~includes~~is said polling information for said picture ~~content~~content;

contents polling information storage means for storing said contents polling information received by ~~means of~~ said contents polling information receiving ~~means~~means;

poll result counting means for discriminately counting said contents polling information stored in said contents polling information storage means between said contents polling information entered by one or more predetermined ~~pollee~~said poller and said contents polling information entered by one or more general ~~pollee~~said poller and for displaying the business profitability to be obtained when said content is commercialized, ~~as described hereinabove on display means.~~

10. (currently amended) A contents market research method used for researching the marketability of a picture content before commercialization based on the polling information given by one or more pollees ~~the poller in which,~~ the method comprising:

~~the content introduction information for introducing said picture content to said poller~~  
~~one or more pollees; is stored;~~

storing the picture content introduced to said one or more pollees;

sending said stored picture content introduced to said one or more pollees;

~~introduction information is sent to the poller;~~

receiving the contents polling information from said one or more pollees; that is

~~said polling information for said content is received from said poller;~~

storing said received contents polling information;~~is stored;~~

discriminately counting said stored contents polling information as a function of  
~~is discriminately counted between said contents polling information entered by~~  
one or more  
~~predetermined pollees said poller and said contents polling information entered by~~  
one or more  
~~general pollees; said poller; and~~

determining a the business profitability to be obtained when said content is  
~~commercialized; is determined.~~

11. (currently amended) A method, stored on a computer-readable information  
~~recording medium that is an information recording medium used for a contents market research~~  
~~apparatus that researches the~~researching marketability of a picture content before  
commercialization based on the polling information, the method comprising:

~~the content introduction information for introducing said picture content to said poller~~  
~~is stored;~~one or more pollees;

storing said picture content introduced to said one or more pollees;

sending said stored picture content  
~~introduction information is sent to the~~

~~poller, one or more pollees;~~

~~receiving the contents polling information related to that is said polling  
information for said content, is received from said poller, one or more pollees;~~

~~storing said received contents polling information; is stored,~~

~~discriminately counting said stored contents polling information is discriminately  
counted between said contents polling information entered by one or more predetermined said  
poller pollees and said contents polling information entered by one or more general said  
poller, pollees; and~~

~~determining the business profitability to be obtained when said picture content is  
commercialized, is determined.~~